

WHAT IS CLAIMED IS:

1. A method for selling goods, comprising:

a step of storing packaging material data which includes information indicating a packaging material and
5 retailer information indicating a retailer providing the packaging material, as well as goods data which includes goods description information describing goods for sale;

a step of sending offering data which includes the goods description information in said goods data and the
10 information indicating a packaging material in said packaging material data to a customer;

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material designation
15 information designating a packaging material selected by the customer;

a step of specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the
20 designation data received in said receiving step, based on said packaging material data; and

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation
25 information in the designation data received in said

receiving step.

2. A method for selling goods using a computer having storage, comprising:

a step of storing packaging material data which
5 includes information indicating a packaging material and
retailer information indicating a retailer providing the
packaging material, as well as goods data which includes
goods description information describing goods for sale
into the storage;

10 a step of outputting offering data which includes the
goods description information in said goods data and the
information indicating a packaging material in said
packaging material data to a customer;

15 a step of receiving designation data which includes
goods designation information designating goods the
customer desires to buy and packaging material designation
information designating a packaging material selected by
the customer;

20 a step of specifying retailer information
corresponding to the packaging material indicated by the
packaging material designation information in the
designation data received in said receiving step, based on
said packaging material data; and

25 a step of generating order data which includes the
specified retailer information, customer information

indicating the customer, and the goods designation
information in the designation data received in said step
of receiving.

3. A method for selling goods using a server computer
5 having storage and connectable to first client computers
each operated by a retailer and to a second client computer
operated by a customer, comprising:

10 a step of storing packaging material data which
includes information indicating a packaging material and
retailer information indicating a retailer providing the
packaging material, as well as goods data which includes
goods description information describing goods for sale
into the storage;

15 a step of sending offering data which includes the
goods description information in said goods data and the
information indicating a packaging material in said
packaging material data to the second client computer;

20 a step of receiving designation data which includes
goods designation information designating goods the
customer desires to buy and packaging material designation
information designating a packaging material selected by
the customer from the second client computer;

25 a step of specifying retailer information
corresponding to the packaging material indicated by the
packaging material designation information in the

designaation data received in said receiving step, based on
said packaging material data; and

a step of generating order data which includes the
specified retailer information, customer information

5 indicating the customer, and the goods designaation
information in the designaation data received in said
receiving step.

4. The method for selling goods according to claim 3,
wherein

10 said designaation data further includes delivery
destination information for specifying a delivery
destination of the goods, and

said order data further includes the delivery
destination information in the designaation data.

15 5. The method for selling goods according to claim 3,
further comprising a step of transmitting the generated
order data to the first client computer of the retailer
indicated by the retailer information in the order data.

20 6. The method for selling goods according to claim 3,
wherein

said packaging material data further includes payment
mode information indicating one or more payment modes
provided by the retailer indicated by the retailer
information in the packaging material data,

25 said offering data further includes the payment mode

information in the packaging material data,

said designation data further includes payment mode designation information designating a payment mode selected by the customer based on the payment mode information in

5 the offering data, and

said order data further includes the payment mode designation information in the designation data.

7. The method for selling goods according to claim 3, wherein

10 said goods data includes retailer information indicating every retailer usually selling corresponding goods, and

the method further comprising:

15 a step of extracting order data whose retailer information indicates a retailer different from that indicated by the retailer information in the goods data corresponding to goods designation information in the same order data, and

20 a step of gathering statistics including the retailer information and goods designation information in the extracted order data.

8. The method for selling goods according to claim 3, wherein

25 said packaging material data further includes charge information indicating a charge related to a corresponding

packaging material,

the goods description information in said goods data includes a price of the goods, and

the method further comprising:

5 a step of obtaining the price of the goods indicated by the goods designation information in the designation data based on the goods description information in the goods data, and the charge related to the packaging material indicated by the packaging material designation
10 information in the designation data based on the packaging material data; and

a step of calculating the total amount should be paid by the customer, based on the price and the charge obtained in the obtaining step.

15 9. An apparatus for selling goods, comprising:

a server computer connected to first client computers each operated by a retailer and to a second client computer operated by a customer;

20 a first storage medium storing packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material;

a second storage medium storing goods data which includes goods description information describing goods for
25 sale; and

a third storage medium storing a server program which controls the server computer to execute:

a step of sending offering data which includes the goods description information in said goods data and
5 the information indicating a packaging material in said packaging material data to the second client computer,

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material
10 designation information designating a packaging material selected by the customer from the second client computer,

a step of specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the
15 designation data received in said receiving step, based on said packaging material data, and

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation
20 information in the designation data received in said receiving step.

10. A computer readable storage medium which is readable by a computer connectable to first client computers each operated by a retailer and to a second
25 client computer operated by a customer, storing:

packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material;

goods data which includes goods description

5 information describing goods for sale; and

a server program which controls the computer to execute:

a step of sending offering data which includes the goods description information in said goods data and
10 the information indicating a packaging material in said packaging material data to the second computer,

a step of receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material
15 designation information designating a packaging material selected by the customer from the second client computer,

a step of specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the
20 designation data received in said receiving step, based on said packaging material data, and

a step of generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation
25 information in the designation data received in said

receiving step.

11. A method for selling goods using a client computer connectable to an apparatus for selling goods, comprising:

5 a step of acquiring goods description information describing goods for sale and information indicating a packaging material which have sent by the apparatus for selling goods;

10 a step of designating the goods and the packaging material both of which the customer desires to get; and

 a step of ordering by sending goods designation information indicating the designated goods and packaging material designation information indicating the designated packaging material to the apparatus for selling goods.

15 12. A computer program product, comprising:

 instructions for storing packaging material data which includes information indicating a packaging material and retailer information indicating a retailer providing the packaging material, as well as goods data which
20 includes goods description information describing goods for sale;

 instructions for outputting offering data which includes the goods description information in said goods data and the information indicating a packaging material in
25 said packaging material data to a customer;

instructions for receiving designation data which includes goods designation information designating goods the customer desires to buy and packaging material designation information designating a packaging material selected by the customer;

instructions for specifying retailer information corresponding to the packaging material indicated by the packaging material designation information in the designation data received in accordance with the receiving instructions, based on said packaging material data; and

instructions for generating order data which includes the specified retailer information, customer information indicating the customer, and the goods designation information in the designation data received in accordance with the receiving instructions.